



COURSE GUIDE
Creativity and corporate design
Master's Degree in Digital Media
Catholic University of Valencia

Course 2020 / 21



TEACHING GUIDE OF THE SUBJECT

		ECTS
SUBJECT: Creativity and Corporate Design		6
Subject-Matter: Creativity and Corporate Design		6
Module: Graphic Design		18
Type of learning: Mandatory	COURSE: 1 SEMESTER: 1º	
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MODULE ORGANIZATION

Graphic Design		18		
Duration and temporal location within the curriculum:				
Subjects and Courses				
SUBJECT	ECTS	COURSES	ECTS	Course/ semester
Photography and Digital Imaging	6	Photography and Digital Imaging	6	1/1
Creativity and Corporate Design	6	Creativity and Corporate Design	6	1/1
Desktop publishing	6	Desktop publishing	6	1/1

TEACHING GUIDE OF THE SUBJECT: Creativity and Corporate Design



Prerequisites: Not required

GENERAL GOALS

- Know the typefaces and their applications.
- Conceptualize and create logos and other elements of corporate image.
- Master the techniques of printing and its relevance to printed or electronic output.
- Master the applications on vector illustration.
- Select the right materials, and print media.
- Propose creative solutions to support issues, printing, materials and digital creation.
- Master the phases and components of the creative process in developing the corporate identity manual.

BASIC COMPETENCES ¹	Weight			
	1	2	3	4
CB6 - Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often within a research context.				X
CB7 - That the students can apply their knowledge and ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.			X	
CB8 - Students should be able to integrate knowledge and handle complexity, and formulate judgments based on information that was incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments.			X	
CB9 - That students can communicate their conclusions what the knowledge and rationale underpinning these,? For specialists and non-specialists in a clear and unambiguous.			X	
CB10 - Students must possess the learning skills to enable them to continue studying in a way that will be largely self-directed or autonomous.				X

¹ List of all the competences. Each of them must be weighed up from 1 to 4, using as a criterion the contribution of the subject to the final development of the competence.



GENERAL COMPETENCES ²				
	1	2	3	4
CG01 - Working in an interdisciplinary team.		X		
CG02 - Working in an international context.			X	
CG03 - Interpersonal relationship skills			X	
CG04 - Creativity. Ability to generate new ideas.				X
CG05 - Ability to collaborate with other professions, and especially with professionals from other fields. Identify the right professionals to develop creative work properly.				X
CG06 - Initiative and entrepreneurship.				X
CG07 - Motivation for quality.				X
CG08 - Capacity for self-employment and job creation.			X	

CROSS-SECTIONAL COMPETENCES³				
	1	2	3	4
CT01 - Behave ethically in carrying out their responsibilities to the profession and society.				X
CT02 - Knowing the fundamental laws (international, national and regional) on equal opportunities between women and men.			X	
CT03 - Respect entrances to buildings and classrooms of students with disabilities to contribute in equal opportunities and full integration into the university community.			X	
CT04 - Understanding the relationships between gender and education, training, science and culture, to design coeducational and egalitarian processes of a culture of peace and democratic values.			X	

³ Follow consecutively with the previous numbering. The specific competences are weighted 1-4 following the same approach as with the cross.



SPECIFIC COMPETENCES⁴				
	1	2	3	4
E01 - Encouraging creativity and innovation in multimedia environments.				X
E02 - Knowing the specific production methods and especially digital art techniques to apply to the world of communication, also seeking new media.				X
E03 - Develop technical skills and procedures in traditional illustration and digital techniques for the creation and development of graphics, images, symbols and texts.				X
E04 - Organize, sort and index all materials and files used in the development of digital projects, generating documents for proper conservation or query. And the ability for later search and retrieval of information.			X	
E05 - Generate new ideas and aesthetic solutions for the development of new designs in multimedia environments.				X
E06 - Analyze areas of information society in which media technologies can be useful and applicable.				
E07 - Plan and manage projects and technological developments.				
E08 - Synthesize creative ideas so that it is possible to transmit in digital format.				X
E09 - Properly expose the results of research in oral, written, visual or digital, according to the canons of the disciplines of information and communication.			X	



	1	2	3	4
E10 - Rate the design and composition to create visual messages.				X
E11 - Understand and convey the role of strategic communication as a factor of innovation.				
E12 - Analyze the characteristics of the digital production industry and its operation, investigating and detecting needs.				X
E13 - Understand, value and understand the ethical obligations in the environments of graphic design, digital video and multimedia web-and the need to comply with them.				X
E14 - Develop graphic projects from conception to completion print or electronic on-demand.				X
E15 - Create logos and define the company's corporate identity				X
E16 - Retouch, manipulate and perform assemblies creative with digital images for further processing or photo inclusion in different media.				
E17 - Direct and layout for print media publications or digital.				
E18 - Check all prepress and printing process of graphic design.				X
E19 - Accurately generate pdf documents of different projects for their proper conservation, exchange or query.				X



	1	2	3	4
E20 - Capture, scan and edit the video material through nonlinear systems under narrative criteria.				
E21 - Postproducir edited video material, adding effects, animation and titling				
E22 - Convert and adapt audiovisual projects generated at different media and formats, both for broadcast and their conservation.				
E23 - Direct and design three-dimensional animation for the development of industrial headers, presenting programs, advertisements and illustrations explanatory				
E24 - Conceptualize, plan and design Web pages according to market IT standards.				
E25 - Programming Web projects using appropriate computer languages and current.				
E26 - Host, maintain and update web projects on file servers.				

LEARNING OUTCOMES
R-1 Use typefaces and properly applied.
R-2 conceptualizes and creates logos and other corporate identity elements.
R-3 Master the techniques of printing and electronic distribution.
R-4 Master computer applications for vector design.
R-5-Select the right materials, and print media possibilities.



EDUCATIONAL ACTIVITIES		
ACTIVITY	Nº Hours	presentiality
On-campus Class: preferably oriented training activity to acquire knowledge acquisition skills. refers to the oral presentation by the teacher, (supported by board, computer and projector for the display of text, graphics, software, etc..), to a group of students. These sessions expository, explanatory and demonstrative content.	10	100%
Computer practice: training activity aimed at acquiring skills through experimentation práctica. Se place in the computer room where it is developed to support learning using the computer. Includes working with specific software, Web queries, handling peripherals, etc.	50	100%
External sessions: Theoretical-practical sessions on specific business facilities of the media industry, aimed mainly to the acquisition of knowledge acquisition skills in the specific context	10	100%
Independent work: Independent work of student activity that represents the time that the student must devote to material preparation.	45	0%
Seminars: Training activity oriented preferably face to obtaining enforcement powers of knowledge and research. Knowledge is constructed through interaction and activity. Consisting Supervised monographic sessions with shared participation of teachers, experts and students.	10	100%
Group work: case study of corporate development, creativity projects and audiovisual planification	10	100%



Tutorials: Personal attention or in small groups. Period of instruction and / or guidance by a tutor to review and discuss the materials and topics presented in lectures, seminars, readings, papers, etc..	10	100%
Assessment: Group of oral and / or written used in the initial, formative or additive assessment.	5	100%

EVALUATING SYSTEM		
Evaluating system	minimum weight	Maximun weight
Testing practices computer	0.0	2.0
Oral presentation of group work and individual	0.0	1.0
Individual monitoring of attendance at sessions and active participation	0.0	1.0
Deliverables activities	0.0	8.0

MENTION OF DISTINCTION:

The mention of Distinction will be awarded to students who have achieved a score equal to or greater than 9.0. The number of Distinctions granted will not exceed 5% of students enrolled in a subject in the corresponding academic year unless enrollment is under 20, in which case only one Distinction may be granted. (Royal Decree 1125/2003).



DESCRIPTION OF CONTENTS
- Definition and sense of creativity .
- Scope and application.
- Development exercises and stimulation of creativity , working the composition , typography , illustration , photography and color.
- Fundamentals of graphic composition.
- Evolution of Computer vector illustration
-Vectorial world versus Bitmap world
-Scope and creative possibilities.
-Definition of desk: measures, rules , guidelines and printing area .
-Creating , modifying and deleting geometrical shapes
-Definition and organization of colors : libraries , types and harmonic combinations .
-Definition and creation of text blocks : typographical and aesthetic parameters .
- Introduction to Bezier curves : history, philosophy and application.
-Import external elements.
-Document Preparation for printed output or visual format, resolution , parameters and proportions.
-Development of corporate identity manual



TEMPORAL ORGANIZATION OF LEARNING		
	CONTENT/TEACHING UNIT	SESSIONS
1	-Introduction to Computer vector illustration	0,3
2	-Vectorial world versus Bitmap world	0,3
3	-Scope and creative possibilities	0,4
4	-Introduction to Illustrator	0,5
5	-Definition of desk: measures, rules , guidelines and printing area . Preferences and workspaces	0,5
6	-Creating , modifying and deleting geometric shapes	1
7	-Grouping and sorting of objects , layering	1
8	-Types and characteristics of the strokes	1
9	-Definition and organization of colors : libraries , types and harmonic combinations	1
10	-Definition and creation of text blocks : typographical and aesthetic parameters	1
11	-Introduction to Bezier curves : history, philosophy and application.	2
12	-Strokes compounds and Boolean operations	1
13	-Brushes, fills and styles . Libraries.	1
14	-Import external elements	1
15	-Relationship Illustrator , Photoshop.	1
16	-Document Preparation for printed output or visual format, resolution , parameters and proportions.	1
17	-Definition and sense of creativity.	1
18	-Development exercises and stimulation of creativity , working the composition , typography , illustration , photography and color.	4
19	-Fundamentals of graphic composition.	3
20	-Development of corporate identity manual	4

The sessions are four hours in duration.



BIBLIOGRAPHY

Basic Bibliography:

- Charlotte & Peter Fiell (2003): Graphic Design for the 21st Century, Taschen.
- Lisa Silver (2001): Diseño de logotipos GG
- Eugenni Rosell (2001) : Diseño de Logotipos 2, GG México

Internet:

http://gusgsm.com/tutoriales_illustrator
<http://www.gettyimages.com/creative/frontdoor/Photodisc>
<http://www.sxc.hu/>
<http://www.graphic-exchange.com/>

ADDITIONAL INFORMATION:

WORK PLANNING FOR SECOND AND FURTHER ENROLLMENTS:

There will be a special group for those students who have not registered for the first time, and a teacher responsible of this group. This teacher has to schedule six two-hour sessions for monitoring and mentoring. In each session the subject will be developed so as to reinforce the work of the skills that each student needs to pass the course. The assessment contained in the examination will be established in the official calendar of this subject. These sessions are available on the specific schedule. The blocks of content and tasks to be performed in each session are as follows:



SECOND AND SUBSEQUENT ENROLLMENTS DIDACTIC UNITS

	LESSON	NUMBER OF SESSIONS
1	-Introduction to Illustrator	1
2	-Creating , modifying and deleting geometric shapes	1
3	-Definition and organization of colors : libraries , types and harmonic combinations	1
4	-Definition and creation of text blocks : typographical and aesthetic parameters	1
5	-Introduction to Bezier curves : history, philosophy and application.	1
6	-Document Preparation for printed output or visual format, resolution , parameters and proportions.	1